

Bay Footwear Limited

Stepping out to the world in pride

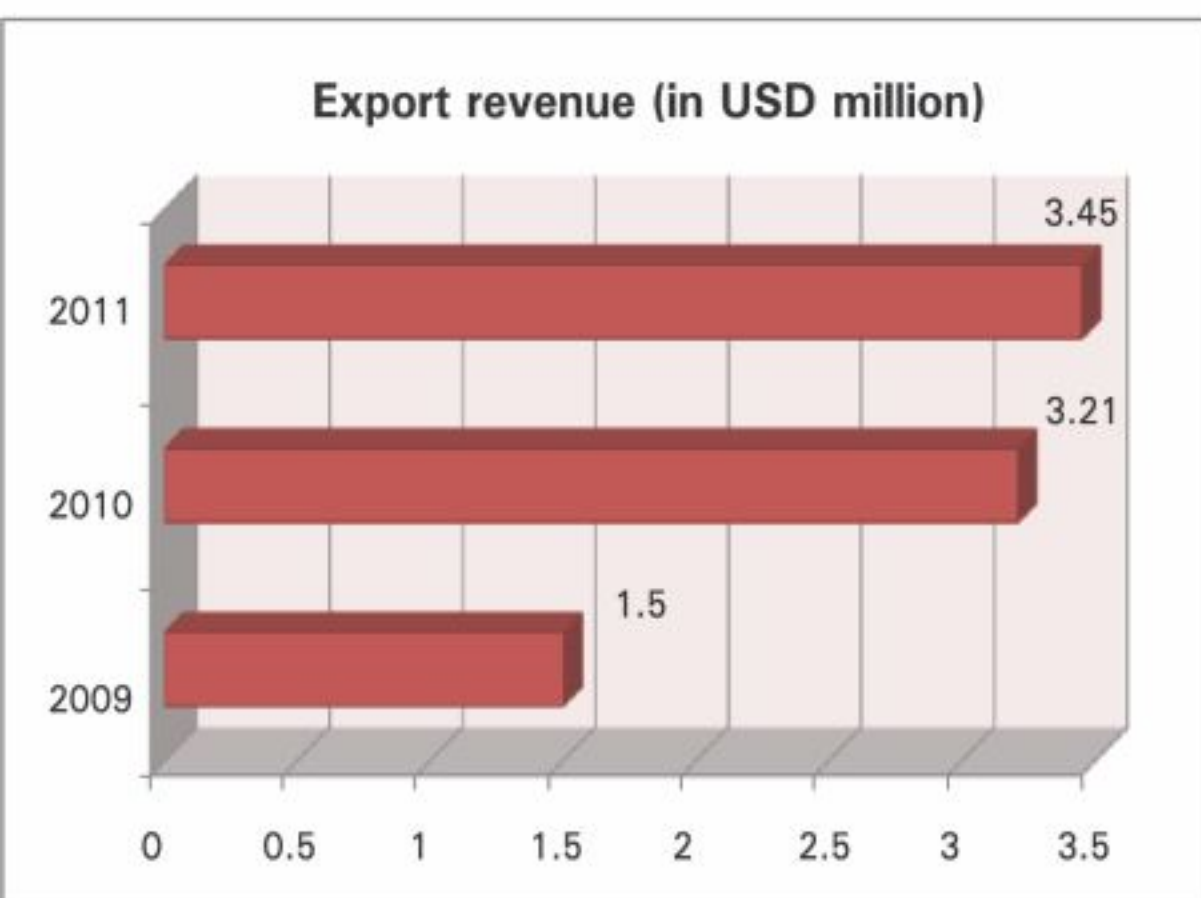


Finance Minister A M A Muhith hands over the 'HSBC Export Excellence Awards 2011' to Ziaur Rahman, Managing Director of Bay Footwear Limited



Ziaur Rahman, Managing Director of Bay Footwear Limited

The footsteps of excellence Winner of HSBC Export Excellence Awards 2011



With a keen focus on product design, commitment to quality and capable workmanship, Bay Footwear Limited symbolises excellence proudly achieved by an SME enterprise. Founded just over a decade ago, Bay Footwear within a short span of time has carved itself a niche in the market as a manufacturer and exporter of high quality leather footwear that combines style with comfort. Carrying the 'Made in Bangladesh' label, the fashion-forward products of the company reach across the world, especially in Europe and North America.

'Service' are the main cornerstones of our entire production process,' comments Ziaur Rahman, the Managing Director of Bay Footwear Limited, explaining the importance of quality in order to achieve

success. The enterprise continuously strives to outperform itself in innovation and technology, and has ambitious plans for the future.

“We plant to develop our business through continued innovation, efficiency and quality service.”

Ziaur Rahman, Managing Director

Bay Footwear Limited

Established: 2001

Founder: Al-Hajj Shamsur Rahman

Products: All varieties of leather footwear, safety shoes

Major Export destinations: Italy, France, Germany, Spain, Russia, Norway, Taiwan, Hong Kong, Japan, UAE, the USA and the UK



Growing side by side with a fast burgeoning segment of the export industry, Bay Footwear Limited is primed to emerge as a force to reckon with in the leather export industry. The company has been awarded as 'Exporter of the Year' in the SME category at the HSBC Export Excellence Awards 2011 as a recognition of its efforts and future potential.

Sustainability

With a vision to being profitable through investment in the community, Bay Footwear Limited has been involved in a number of worthy endeavours. Some highlights include:

- Setting up educational institutions and facilities which provide subsidised education to needy communities.
- Organising winter cloth distribution drives in different parts of the country.
- Initiating various employee welfare programmes including free medical service for employees, transportation facilities for workers and accommodation for female workers.



Vertical integration in production process

Export Destinations

Exports to countries including Italy, France, Germany, Spain, Russia, Norway, Taiwan, Hong Kong, Japan, UAE, the USA and the UK



High quality export products of Bay Footwear Limited

The journey

Established in 2001, Bay Footwear Limited has emerged as a rising exporter of leather footwear in Bangladesh. With two production facilities, the company can manufacture 5,000 pairs of shoes a day. In addition to continuous innovation in product design and styling, Bay Footwear is investing in state-of-the-art technologies in order to ensure optimum product quality. Furthermore, Bay Footwear has achieved efficient demand planning and reduced material lead time by

implementing backward linkages to its production process with Bay Tanneries Limited and Bay Rubber Limited. With a dedicated and skilled workforce, the company has established progressive HR practices with a particular focus on female employee participation and empowerment. Its dedicated management team and committed employees will help Bay Footwear Limited to emerge as a major player in the leather product export industry in the coming years.



Bay Footwear - a combination of style and comfort

Blueprint of style and comfort

Combining cutting edge design and high quality leather, Bay Footwear Limited manufactures and exports a wide range of leather footwear for men and women. Utilising mainly locally procured raw leather, the company produces footwear for a number of international brands including Icon,

Clark, Diechmann, Effegi, Union Royal and Stella. With a keen focus on fashion styling, Bay Footwear collaborates with Italian designers in order to ensure its products meet the specific needs of its end consumer. Furthermore, the company's products are made in full compliance

with global quality standards. Through passion towards product design combined with total quality control, Bay Footwear ensures only the best quality footwear carry the 'Made in Bangladesh' label across the globe.

